



■ Manor Architectural Ceramics Ltd

Manor Architectural Ceramics Ltd (MAC) is based in Warwick, England and designs, manufactures and decorates ceramic products. By combining handcrafting skills with modern technology, we deliver custom and personalised ceramic items ranging from tiles to tableware sets for a wide range of individual customers and industries at affordable prices.

■ Product & Services

This brochure presents our products and services relating to the decoration of ceramic glazed surfaces, with particular relevance to decorative tiles and tile panels for wall and architectural decor.

We specialize in:

■ SURFACE DECORATION

The decoration of glazed ceramic surfaces with art, text and graphics of any design. Customers generally supply their own artwork, although we can commission work through a network of artists or organise searches for particular genres, artists or works of art available through the museums and organisations we have links with.

■ 3-DIMENSIONAL ARCHITECTURAL CERAMICS

Innovative and unique forms can be created combining hand-making skills with digital technology. Using rapid prototyping techniques and in-house design facilities, both contemporary and traditional designs can be produced quickly and accurately for proofing, sampling and low volume production requirements. Extensive sub-contract links ensure that volume production orders of custom-designed 3-D forms are managed to specification, budget and time targets.

■ We Provide:

A consistently high quality product with designs of your choice, on individual tiles or as murals across multiple tiles.

■ Our Qualifications

In addition to the examples and previous work as shown on this website, the company can also be qualified by our membership of the Tile Association, providing assurance of high levels of service and product quality. In addition, our staff and partners have extensive experience in the ceramics industry and in industrial project management, and are professionally qualified.



■ Decorative Ceramic Surfaces Made To Order

Unique designs, fitted in a space the customer specifies, and on a tile of their choosing, until now has only been available at very high cost. Clients can now have individual tiles and multiple tile murals decorated using the image & tile of their choice and made-to measure.

You specify or commission designs and images

You specify tiles from leading brands

You specify the area to be tiled

■ How Is It Done?

The most common style of decoration for glazed ceramic tiles is the decal or transfer. Designs are printed and then attached to the tile surface before being re-fired to produce a permanent image. Traditionally transfers are screen-printed and production runs are relatively large to make costs acceptable. We use a range of methods, from direct screenprinting techniques, screenprinted decals through to state-of-the-art digital printing technology to produce high quality permanent art on ceramic surfaces.

■ Digital Ceramic Printing

Recent developments in computer technology and ceramic colour production now allow images to be printed easily and quickly at near-photographic quality. Low volume orders, murals and even one-off individual replacement tiles are all possible at affordable prices.

■ Product & Process development

At Manor Ceramics, we use our experience in the materials industry and couple it with project management and development skills, to establish the most appropriate methods to produce the effect you require on ceramic surfaces.

Why Choose Our Products And Services?

■ **AFFORDABLE** - Our combination of technologies, including both screen and digital printing avoids the high set-up, proofing and print run costs associated with traditional printing technology. This allows one-off custom tiles and murals to be produced economically.

■ **NEAR-PHOTOGRAPHIC IMAGE QUALITY** - Our production methods use industry standard photo-editing and illustration software coupled with colour laser printing technology.

■ **THE QUALITY OF AUTHENTIC CERAMIC DECORATION** - This process is not to be confused with dye-sublimation. The finished product is totally UV-safe, dishwasher-proof and suitable for wet environments, including swimming pools and if the tile specification is suitable, for sub-zero temperatures.

■ **THE SPECIFICATION PROCESS** - Our decoration process does not alter the physical or structural characteristics of the substrate tile and therefore you can continue to specify the tile of your choice.



■ ORDERING GUIDELINES

It is recommended that tiles selected for decoration conform to BS6431 or equivalent. If tiles are to be used in specific environments (e.g. swimming pools), additional conformance data may be required.

However, success of the decoration process is determined by the quality of the glazed surface presented by the tile. Almost all proprietary glazed tiles are suitable for decoration. The colour of the glaze is not generally significant when considering adherence of the decoration, but it will affect colour rendition. White or close to white tiles are therefore recommended.

The decoration is suitable for immersion in water, including chlorinated water and is considered dishwasher and freezer safe when used on vitreous tableware.

Full technical specifications can be supplied on request.

- **Selection of Tile Size & Style** - A number of popular and easily available plain tiles are displayed on the following pages. If you choose to specify another tile however, we would simply complete a test firing to check compatibility.
- **Selection of Design** - Generally customers provide their own artwork, and we advise accordingly with regard to suitable size and style of tile, impact of grout lines and any other issues relating to the production of the design and also the issues relating to tile fixing. We can also provide access to a network of artists and conduct searches for appropriate artwork based upon a brief.
- **Design Scaling** - You can specify the positioning and size of your design/artwork spread over the selected tiles or provide a dimensional space in which the mural has to fit. A full costing and quote can be supplied at this point.
- **Sampling & Proofing** - Once the cost and design specifications are agreed, we will finalise print layout and supply a sample tile that represents the image quality and representative colours from your design. Approval of this sample is required before printing of the final product.
- **A Note on Manufacturing** - We recognise that legal requirements, customer fashion interests and costs vary from country to country. As well as trying our best to meet the requirements of our customers and provide value for money, we also have a concern for the environment. Consequently, we attempt to source the actual tiles as close to our customers as we can, and through strategic alliances with ceramic decorating companies in North America we can contract out the actual process of decorating and firing the tiles. All our printing however is based in the UK, where we can control and maintain the high quality our customers demand of us.
- **A note on Colour** - The colour gamut for ceramic printing is smaller than that available for conventional colour printing. It is therefore sometimes necessary to create approximations to colours specified, but this is managed by the computer software to achieve the closest match possible.



■ Pricing Guidelines

Typically, clients can budget approximately £250 per square metre for digital printing although prices can be less depending on the project and methods employed. 3-D architectural forms and encaustic tiles are considered on an individual project basis. These prices exclude local taxes and project specific activities such as site visits, significant artwork/graphic design, project planning and management. Quotations and estimates are based on the following 5 factors:

■ Size of mural or number of decorated tiles

This is charged per square metre of decorated tiles.

■ Studio Time & Pre-print

This is project-dependent and can range from a simple sampling fee for colour and quality control, to include site visits, project management, artist and specialist digital imaging fees. This cost component is not normally applied when producing repeat orders of standard designs for the tile retail and distribution industry.

■ Licensed or Royalty-Free Artwork

There may be a charge for the use of certain design or works of art, which we pass onto the copyright owners. This is typically calculated as a percentage of the value of the tile or mural.

■ Delivery Location

All our ceramic products are packaged and shipped with great care, as a single damaged tile can cause significant disruption to a project timescale. Consequently, delivery costs will vary based on destination.

■ Sampling Costs

Customers requiring samples of own-design tiles outside of a project quotation will be charged a minimum of £25.00 or the local currency equivalent for each sample, plus local taxes and delivery.



■ High technology printing coupled with skilled craftsmanship



Manufacture of a shower room decoration - application and alignment of the transfer/decals to the tiles before drying & firing



Transfer application for a William De Morgan reproduction tile - for the Victoria and Albert Museum, London

